

ORDER



KSDK

Orders
Order / Rev: 706789
Alt Order #: 06229774
Product Desc: ZWEIFEL FOR TREASURE
Estimate: 2011
Flight Dates: 10/16/12 - 10/22/12
Original Date / Rev: 08/15/12 / 08/15/12
Order Type: Political

Primary AE: Kristin Waskie
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Buying Time, LLC/ POL
Buying Contact:
Billing Contact:
 650 Massachusetts Ave. N.W. , Suite 210
 Washington, DC 20001

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Zweifel, Clint / State Treas / D
Demographic: A35+
Product Codes: PL-State/Local
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	60	\$54,850.00	\$46,622.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	60	\$54,850.00	\$46,622.50	0.00
Totals	60	\$54,850.00	\$46,622.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristin Waskie			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSDK	44%	\$54,850.00
Market	100%	\$124,659.09

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KDNL	4%	\$4,986.36
KETC	0%	\$0.00
KMOV	25%	\$31,164.77
KNLC	0%	\$0.00
KPLR	1%	\$1,246.59
KTVI	26%	\$32,411.36
UNKWN	0%	\$0.00
WHSL	0%	\$0.00
WPXS	0%	\$0.00
WRBU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSDK	10/19/12	10/19/12	M-F 10-11A News at 10am	CM	10-11A	----F--	:30	1	\$375.00	P-2	0.00	NM	1	\$375.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	----F--			1		\$375.00		0.00				
E 2	KSDK	10/19/12	10/19/12	M-F 1230-1p Show Me St. Louis	CM	1230-1p	----F--	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	KSDK	10/22/12	10/22/12	M-F 3-4p Ellen	CM	3-4p M-----	:30	1	\$560.00	P-2	0.00	NM	1	\$560.00
**REVISE RATE ELLEN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----				1	\$560.00		0.00			
E 15	KSDK	10/22/12	10/22/12	M-F 430-5p Jeopardy	CM	430-5p M-----	:30	1	\$825.00	P-2	0.00	NM	1	\$825.00
**REVISE RATE JEOPARDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----				1	\$825.00		0.00			
E 16	KSDK	10/22/12	10/22/12	M-F 5P News News Channel 5 at 5P	CM	5-530P M-----	:30	1	\$1,875.00	P-2	0.00	NM	1	\$1,875.00
LOCAL NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----				1	\$1,875.00		0.00			
E 17	KSDK	10/22/12	10/22/12	M-F 5-6A 5-6a	CM	5-6A M-----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
TODAY IN ST LOUIS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----				1	\$450.00		0.00			
E 18	KSDK	10/22/12	10/22/12	M-F 5P News News Channel 5 at 5P	CM	5-530P M----- (5:28 PM-5:30 PM)	:30	1	\$2,700.00	P-2	0.00	NM	1	\$2,700.00
REVISE RATEREVISE TP NBC NIGHTLY NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----				1	\$2,700.00		0.00			
E 19	KSDK	10/22/12	10/22/12	M-F 6P News News Channel 5 at 6P	CM	6-630P M-----	:30	1	\$2,025.00	P-2	0.00	NM	1	\$2,025.00
LOCAL NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----				1	\$2,025.00		0.00			
E 20	KSDK	10/22/12	10/22/12	M-F 6-7A 6-7a	CM	6-7A M-----	:30	1	\$825.00	P-2	0.00	NM	1	\$825.00
TODAY IN ST LOUIS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----				1	\$825.00		0.00			
E 21	KSDK	10/22/12	10/22/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P M-----	:30	1	\$1,300.00	P-3	0.00	NM	1	\$1,300.00
WHEEL OF FORTUNE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----				1	\$1,300.00		0.00			
E 22	KSDK	10/22/12	10/22/12	M-F 9-10A NBC Today Show II 9-10A	CM	9-10A M-----	:30	1	\$560.00	P-2	0.00	NM	1	\$560.00
TODAY SHOW II														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----				1	\$560.00		0.00			
E 23	KSDK	10/20/12	10/20/12	LN (Sa) LN (Sa)	CM	10-1035p -----S-	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
LOCAL NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$1,800.00		0.00			
E 24	KSDK	10/20/12	10/20/12	Sat 6p News Channel 5 at 6P Sat	CM	6-630P -----S-	:30	1	\$1,050.00	P-2	0.00	NM	1	\$1,050.00
LOCAL NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$1,050.00		0.00			
E 25	KSDK	10/20/12	10/20/12	Sat 6-7A Sat 6-7A	CM	6-7A -----S-	:30	1	\$375.00	P-2	0.00	NM	1	\$375.00
**REVISE RATE TODAY IN ST LOUIS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$375.00		0.00			
E 26	KSDK	10/20/12	10/20/12		CM	630-7P -----S-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount		
				630-7P Wheel Sat												
				630-7P Wheel of Fortune Sat												
				**REVISE RATE WHEEL OF FORTUNE												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>					
Week:		10/15/12	10/21/12	-----S-		1		\$600.00			0.00					
E 27	KSDK	10/20/12	10/20/12	SAT TDY	CM	7-9A		-----S-	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
				NBC Today Show (Sa)												
				TODAY SHOW												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>					
Week:		10/15/12	10/21/12	-----S-		1		\$750.00			0.00					
E 28	KSDK	10/20/12	10/20/12	Sat 9a	CM	9-10A		-----S-	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
				Sat 9-10a												
				NEWS												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>					
Week:		10/15/12	10/21/12	-----S-		1		\$750.00			0.00					
E 29	KSDK	10/21/12	10/21/12	Sun 6-7A	CM	6-7A		-----S	:30	1	\$375.00	P-2	0.00	NM	1	\$375.00
				Sun 6-7A												
				TODAY IN ST LOUIS												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>					
Week:		10/15/12	10/21/12	-----S		1		\$375.00			0.00					
E 30	KSDK	10/21/12	10/21/12	SUN TDY	CM	7-8A		-----S	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
				NBC Today Show (Su)												
				TODAY SHOW												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>					
Week:		10/15/12	10/21/12	-----S		1		\$750.00			0.00					
E 32	KSDK	10/21/12	10/21/12	Sun 9a	CM	9-10A		-----S	:30	1	\$675.00	P-2	0.00	NM	1	\$675.00
				Sun 9-10a												
				NEWS												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>					
Week:		10/15/12	10/21/12	-----S		1		\$675.00			0.00					
E 33	KSDK	10/18/12	10/18/12	M-F 10-11A	CM	10-11A		---T---	:30	1	\$375.00	P-2	0.00	NM	1	\$375.00
				News at 10am												
				LOCAL NEWS												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>					
Week:		10/15/12	10/21/12	---T---		1		\$375.00			0.00					
E 34	KSDK	10/18/12	10/18/12	M-F 1230-1p	CM	1230-1p		---T---	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
				Show Me St. Louis												
				SHOW ME ST LOUIS												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>					
Week:		10/15/12	10/21/12	---T---		1		\$450.00			0.00					
E 35	KSDK	10/18/12	10/18/12	M-F Noon News	CM	12-1230p		---T---	:30	1	\$525.00	P-2	0.00	NM	1	\$525.00
				Noon News												
				LOCAL NEWS												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>					
Week:		10/15/12	10/21/12	---T---		1		\$525.00			0.00					
E 36	KSDK	10/18/12	10/18/12	M-F 5P News	CM	5-530P		---T---	:30	1	\$1,875.00	P-2	0.00	NM	1	\$1,875.00
				News Channel 5 at 5P												
				LOCAL NEWS												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>					
Week:		10/15/12	10/21/12	---T---		1		\$1,875.00			0.00					
E 37	KSDK	10/18/12	10/18/12	M-F 5-6A	CM	5-6A		---T---	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
				5-6a												
				TODAY IN ST LOUIS												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>					
Week:		10/15/12	10/21/12	---T---		1		\$450.00			0.00					
E 38	KSDK	10/18/12	10/18/12	M-F 6P News	CM	6-630P		---T---	:30	1	\$2,025.00	P-2	0.00	NM	1	\$2,025.00
				News Channel 5 at 6P												
				LOCAL NEWS												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>					
Week:		10/15/12	10/21/12	---T---		1		\$2,025.00			0.00					
E 39	KSDK	10/18/12	10/18/12		CM	6-7A		---T---	:30	1	\$825.00	P-2	0.00	NM	1	\$825.00

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KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 6-7A 6-7a														
TODAY IN ST LOUIS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---				1	\$825.00		0.00			
E 40	KSDK	10/18/12	10/18/12	M-F 9-10A NBC Today Show II 9-10A	CM	9-10A ---T---	:30	1	\$560.00	P-2	0.00	NM	1	\$560.00
TODAY SHOW II														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---				1	\$560.00		0.00			
E 41	KSDK	10/16/12	10/16/12	LN (M-F) LN (M-F)	CM	10-1035p -T-----	:30	1	\$2,250.00	P-2	0.00	NM	1	\$2,250.00
LOCAL NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----				1	\$2,250.00		0.00			
E 42	KSDK	10/16/12	10/16/12	M-F 10-11A News at 10am	CM	10-11A -T-----	:30	1	\$375.00	P-2	0.00	NM	1	\$375.00
LOCAL NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----				1	\$375.00		0.00			
E 43	KSDK	10/16/12	10/16/12	M-F 1230-1p Show Me St. Louis	CM	1230-1p -T-----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
SHOW ME ST LOUIS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----				1	\$450.00		0.00			
E 44	KSDK	10/16/12	10/16/12	M-F 3-4p Ellen	CM	3-4p (3:00 PM-4:00 PM) -T-----	:30	1	\$560.00	P-2	0.00	NM	1	\$560.00
**REVISE RATE ELLEN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----				1	\$560.00		0.00			
E 45	KSDK	10/16/12	10/16/12	M-F 5P News News Channel 5 at 5P	CM	5-530P -T-----	:30	1	\$1,875.00	P-2	0.00	NM	1	\$1,875.00
LOCAL NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----				1	\$1,875.00		0.00			
E 46	KSDK	10/16/12	10/16/12	M-F 5-6A 5-6a	CM	5-6A -T-----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
TODAY IN ST LOUIS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----				1	\$450.00		0.00			
E 47	KSDK	10/16/12	10/16/12	M-F 6P News News Channel 5 at 6P	CM	6-630P -T-----	:30	1	\$2,025.00	P-2	0.00	NM	1	\$2,025.00
LOCAL NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----				1	\$2,025.00		0.00			
E 48	KSDK	10/16/12	10/16/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A -T-----	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
**REVISE RATE TODAY SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----				1	\$750.00		0.00			
E 49	KSDK	10/17/12	10/17/12	M-F 10-11A News at 10am	CM	10-11A --W----	:30	1	\$375.00	P-2	0.00	NM	1	\$375.00
LOCAL NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----				1	\$375.00		0.00			
E 50	KSDK	10/17/12	10/17/12	Tonight Show Tonight Show	CM	1035-1137p --W----	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
TONIGHT SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----				1	\$450.00		0.00			
E 51	KSDK	10/17/12	10/17/12		CM	12-1230p --W----	:30	1	\$525.00	P-2	0.00	NM	1	\$525.00

